

# FALL 2018 PROFESSIONAL DEVELOPMENT WORKSHOP SERIES

*Wednesday, November 14, 2018 to Friday, November 30, 2018*



Image: Soyeon Cho, *Inside My Luggage*, 2018

**Modern Fuel Artist-Run Centre** and **Union Gallery** are pleased to co-present a series of Professional Development workshops this Fall, where we will address topics including approaches to marketing in the arts and how to write an artist statement. These workshops are all free to attend, are in accessible facilities, and no prior experience is required.

## **Hands-on Session: Writing about Art**

Wednesday, November 14, 2018, 6-8pm, at Union Gallery

Join Union Gallery's Curatorial Assistant, Hiba Ali, to learn how to write a succinct artist statement. Please bring a 250-400 word statement, participants will have the opportunity copy-edit each other's work and learn how to finesse language as it best suits our divergent art practices. Clearly written and inventive writing is crucial to professional development in the contemporary art world, writing as a tool is best practiced by repetition. Online strategies for presenting work to a digital audience will also be discussed if time permits.

There will be limited registration of fifteen people for this session, in order to register please contact [ugallery@queensu.ca](mailto:ugallery@queensu.ca) by Nov 10.

## **Marketing in the Arts 101**

Wednesday, November 28, 2018, 6-8pm, at Modern Fuel Artist-Run Centre

Join Modern Fuel's Operations Director, Anne-Sophie Grenier, to discuss the crucial question "how can you sell your work without being a sellout?" Marketing, done properly, helps artists and cultural institutions strike the delicate balance between artistic and economic considerations. This interactive workshop will explore the traditional marketing mix, branding, and positioning, and how these concepts apply to the arts. All levels of arts and/or marketing experience are welcome.

Registration is not required, but please contact [info@modernfuel.org](mailto:info@modernfuel.org) if you have any questions.